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MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER - 2025
THIRD SEMESTER

Sub: Integrated Marketing Communication (MCM -314)

Date: 23/12/2025

Total marks: 60

Time: 2.00pm to 4.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two)

(32)

1. Explain various Stereotypes used in advertising.
2. Elaborate the different types of risks involved in Exports.
3. Discuss the role of technological advancements in shaping IMC strategies. How can businesses leverage new technologies to enhance their marketing efforts?
4. Explain different types of Direct Exports. What are merits and Demerits of Direct Exports?

Q.2 Answer the following questions. (Attempt any two)

(16)

1. Discuss the functions of Export Promotion Council (EPC)
2. Write various Types of Advertisements
3. Explain the Marketing Communication (MarCom) process.
4. Explain the decision criteria for entering into foreign market.

Q.3 Write short notes. (Attempt any three)

(12)

1. Copyrights
2. Importance of Marine Insurance in International Marketing
3. Competitive Advantage
4. AIDA model
5. Objectives of Pre-shipment Finance
6. Benefits of IMC